

CONSENT CALENDAR

**City Council
July 24, 2018**

TO: Mayor and City Council

FROM: Jeff Boynton, City Manager

ORIGINATED BY: Anne Haraksin, Assistant City Manager
Mark Rounds, Senior Administrative Analyst

SUBJECT: **AGREEMENT WITH RING INC. FOR A SECURITY CAMERA REBATE PROGRAM**

BACKGROUND

In 2017, La Mirada experienced 143 burglaries, including 63 residential burglaries. Most residential burglary incidents occur during the day when no one is home. Security cameras can assist in the prevention of residential crime and provide assistance to the Sheriff's Department with video recordings of suspects committing crimes.

Earlier this year, a resident requested the City consider partnering with Ring Inc. (Ring) to offer a rebate to residents who purchase home security products from the company. In response to the request, staff conducted research on the implementation of the Ring rebate program as well as a general rebate program for security systems.

FINDINGS

Staff was unable to locate a city that offers a general rebate program for security systems. It is assumed that this type of program would require residents to visit City Hall, complete a rebate application, and provide proof of purchase and installation in the form of a receipt or monthly contract dated after the adoption of the program. City staff would then visit the applicant's residence to ensure the installation and functionality of the system. Following the verification, a check would need to be processed and mailed to the applicant. Staff would also need to keep a database of residents receiving rebates to ensure there were no duplicates. This approach would be highly staff intensive.

An alternative would be to work with an existing security company, like Ring, that partners with cities to provide a rebate program. The cities of Commerce, Rancho Palos Verdes, Redondo Beach, Temple City, La Canada Flintridge, and Arcadia participate in the Ring rebate program.

As part of the program, Ring provides a \$50 rebate toward the purchase of its doorbell camera or other Ring security camera product, along with a \$50 rebate from the

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participating city, resulting in a discount to residents of up to \$100. Cities can limit the program to one unit per household in order to expand the discount to as many residents as possible. For example, if a city allocates \$10,000 to the program, 200 homes in the city could potentially benefit from a doorbell or other Ring camera security system.

Residents order their products from the company's website, www.ring.com, and the product is shipped shortly thereafter. Ring uses a code based on the customers' ZIP code to purchase a device. Ring initially subsidizes the entire \$100 discount so residents don't have to visit the City for an additional discount. Ring then invoices the City at the end of the program and provides information pertaining to the residents who received a rebate and their addresses to recover the additional \$50 discounted by the City.

The Ring products are comparable to security products offered by other companies. With the full rebate, prices range from \$99 for a spotlight camera to \$149 for a doorbell camera. Residents have the option of installing the equipment themselves or hiring someone to install the equipment for them.

Staff spoke with representatives of La Canada Flintridge and Rancho Palos Verdes regarding their partnerships and rebate programs with Ring. They indicated the program was received very well by their residents and their interactions with Ring were positive. Staff has also reviewed the service agreements between Ring and the cities of La Canada Flintridge and Rancho Palos Verdes.

After comparing the program offered by Ring to a general rebate program, staff recommends the City partner with Ring. The Ring program is simple for residents to access. Residents receive their rebate when the items are purchased and there is no requirement to submit receipts to City Hall. Additionally, there is no need for City staff to inspect their property following the purchase and installation.

The City and residents can benefit from the proposed rebate program. In addition to the video recordings, the technology allows residents to be alerted before a burglary occurs. The presence of a security system on residential properties often serves as a deterrent for thieves. In 2015, the Los Angeles Police Department subsidized Ring video doorbells in Wilshire Park and it was reported that the neighborhood saw a 55 percent reduction in residential burglaries after six months.

This item was previously discussed at the City Council's annual retreat in May 2018, and at the July 10 Study Session meeting. The proposed agreement has been reviewed by the City Attorney.

RECOMMENDED ACTION

It is recommended the City Council approve an agreement between the City of La Mirada and Ring Inc. and authorize the City Manager to execute the agreement on behalf of the City.